

KING OF THEM ALL!!
BALLARD'S
SNOW LINIMENT
Has been Crowned with Phenomenal Success since 1883, and is today the Best Household Liniment on the market.
CURES RHEUMATISM AND ALL PAIN,
CURES NEURALGIA, SPRAINS, CUTS, BRUISES, BURNS, OLD SORES, SCALDS, BACKACHE, LUMBAGO, STIFF JOINTS, CONTRACTED MUSCLES, SPRAINED ANKLES, CORN, BUNIONS, CHILBLAINS, AND ALL INFLAMMATIONS.
Price 25c, 50c and \$1.00 Refuse All Substitutes.
BALLARD SNOW LINIMENT CO., JAMES F. BALLARD, Proprietor, ST. LOUIS, MO.
500-502 North Second Street,
Sold and Recommended by Crenshaw & Young

LOCAL BRIEFS.

George Callaway returned Friday evening from a brief stay in Clarence, Mo.
Mrs. A. Limberg went to Wellington Monday to visit relatives for a few days.
Colds contracted at this season of the year should be treated with Bess Laxative Cough Syrup. It clears the head and throat. Instant relief for coughs, colds, croup, whooping cough, hoarseness and bronchial troubles. Should be kept in the house for children. It is pleasant to take and gently laxative. Guaranteed. For sale by C. W. Loomis.

Mrs. G. A. Kriebel left Monday for Excelsior Springs for a visit with her son, Ernest.
Mrs. C. G. Dyer went to Higginsville Saturday evening for a visit of several weeks with relatives.

Too Much Face.

You feel as if you had one face too many when you have Neuralgia don't you? Save the face, you may need it; but get rid of the Neuralgia by applying Ballard's Snow Liniment. Finest thing in the world for rheumatism, neuralgia, burns, cuts, scalds, lame back and all pains. Sold by Crenshaw & Young.

Miss Leonora Gordon returned Friday evening from an extended visit with relatives in St. Louis.

Rev. R. B. Briney went to Sweet Springs Monday to hold a revival at the Christian church in that city.

There are many people who suffer from Backache, Rheumatism, Lumbago and similar ailments who are not aware these are symptoms of kidney trouble. Pines for the kidneys act as a tonic and regulator to kidneys and bladder and purify the blood. 30 days' trial \$1.00. For sale by C. W. Loomis.

Miss Gladys Comstock returned to Kansas City Saturday after a visit with her grandparents, Mr. and Mrs. W. H. Chiles.

Mrs. John Wilson and Mrs. S. A. Wilson arrived from Higginsville Saturday evening to spend Sunday with Mrs. D. M. Frazer.

It soothes pain, it is cooling and healing. Good for cuts, burns, bruises and scratches, but especially recommended for piles. DeWitt's Carbolic.

Mrs. George Bunco, who has been visiting the family of Joe Tribble for the past few days, returned to Kansas City Saturday morning.

Don't Get a Divorce.

A western judge granted a divorce on account of ill-temper and bad breath. Dr. King's New Life Pills would have prevented it. They cure constipation, causing bad breath and liver trouble the ill-temper, dispel colds, banish headaches, conquer chills. 25c at Crenshaw & Young.

Mrs. J. M. Patterson went to Kansas City Saturday to meet her mother, Mrs. Ella Curnutt, of Colony, Kans., who will accompany her home for a visit.

W. V. Curtis sold for John T. Bush of Los Angeles, California, northwest corner lot in Ingleside to Mrs. Mattie Westerhouse of Wellington, consideration \$750.00.

A Horrible Holdup.

"About ten years ago my brother was 'held up' in his work, health and happiness by what was believed to be hopeless Consumption," writes W. R. Lipscomb, of Washington, N. C. "He took all kinds of remedies and treatment from several doctors, but found no help till he used Dr. King's New Discovery and was wholly cured by six bottles. He is a well man today." It's quick to relieve and the sure cure for weak or sore lungs, hemorrhages, coughs and colds, bronchitis, la grippe, asthma and all bronchial infections. 50c and \$1.00. Trial bottle free. Guaranteed by Crenshaw & Young.

Mr. and Mrs. R. W. Shelby left Sunday evening for Oklahoma City, Okla., to make their home. Miss Parthenia Hicklin accompanied them as far as Kansas City.

President Helps Orphans.

Hundreds of orphans have been helped by the President of The Industrial and Orphan's Home at Macon, Ga. who writes: "We have used Electric Bitters for this institution for nine years. It has proved a most excellent medicine for stomach, liver and kidney troubles. We regard it as one of the best family medicines on earth." It invigorates the vital organs, purifies the blood, aids digestion, creates appetite. To strengthen and build up thin, pale, weak children or run-down people it has no equal. Best for female complaints. Only 50c at Crenshaw & Young's.

Miss Meta Wohlsecker returned to Higginsville Friday evening after a visit with the family of L. Rostagno in this city. Misses Bertha and Annie Rostagno accompanied her home for a visit.

Miss Carrie Terry left Monday for her home in Muscatine, Iowa, after a visit with the family of her uncle, W. F. Hinesley, in this city. Miss Jo Hinesley accompanied her as far as Kansas City.

Brave Fire Laddies

often receive severe burns, putting out fires, then use Bucklen's Arnica Salve and forget them. It soon drives out pain. For burns, scalds, wounds, cuts and bruises its earth's greatest healer. Quickly cures skin eruptions, old sores, boils, ulcers, felioms; best pile cure made. Relief is instant. 25c at Crenshaw & Young.

William Jewell Quartette.

The Lexington College Alumnae association has made arrangements to have the William Jewell quartette here next Monday, January 25. The entertainment will probably be given in the college chapel. The quartette has been getting excellent press notices this season and may be expected to put up a high class program. They are assisted by Miss Georgia E. Riley, reader.

Was Buried Here.

The body of A. V. Robinson was brought from Waco, Texas, Friday evening and was buried here Sunday. The remains were taken from the train to the home of Miss Mary Ball on Main street.

Mr. Robinson died suddenly in Waco, Texas early Thursday morning of neuralgia of the heart. He was visiting in Waco at the time of his death, his home being in Sedan, Kans. Mr. Robinson was the last surviving member of an old and respected family, widely known in Lexington and Lafayette county. He was born in Kentucky in 1876 and was 72 years of age. He came to Lexington when but a young man and was a resident of this city for 35 years until he moved to Kansas in 1895. In 1892, Mr. Robinson was united in marriage to Miss Fannie Reynolds of St. Joseph, who survives him. Mr. Robinson is very well known to the older residents of this city, who remember him as one of Lexington's most upright and honorable citizens.

Mr. Robinson was for many years a deacon in the Baptist church. He was a half-brother of Mrs. Sarah Ball, who died a few weeks ago. Besides his wife, Mr. Robinson is survived by seven children: James and John Robinson, of Kansas City; A. V., Jr., of Claremore, Okla.; Royle, of Checotah, Okla.; Mrs. Lulu Payne, of Sedan, Kans.; Mrs. W. H. Sanger, of Waco, Texas; and Mrs. K. W. Whitmore, of Sedan, Kansas.

The funeral was held from the home Sunday afternoon at 2 o'clock. The services were conducted by Rev. Mansfield assisted by Rev. A. E. Rogers.

A Guaranteed Cure For Pimples.

Zemo, a clean liquid for external use, draws the germs and their toxins to the surface of the skin and destroys them, leaving the skin fair and healthy. Two to six bottles will cure any case of pimples and blackheads.
For sale everywhere. Write for sample, E. W. Rose Medicine Co., St. Louis. Sold in Lexington by C. W. Loomis.

ORDER OF PUBLICATION

In the Probate Court of Lafayette County, Missouri, Admonest November Term, 10th day Monday December 21st 1908, Estate of Henry Dierker, deceased.
Now at this day came John H. Dierker, Administrator of the Estate of Henry Dierker, deceased, and presents his petition praying for an order for the sale of so much of the real estate of said Henry Dierker, as will pay and satisfy the remaining debts due by said estate and yet unpaid for want of sufficient assets, accompanied by the accounts, lists and inventories required by law in such cases.
On examination whereof it is ordered that all persons interested in said estate be notified that application as aforesaid has been made, and that unless the contrary be shown on or before the first day of the next term of said Court, to be held on the second Monday in February 1909 an order will be made for the sale of the whole or so much of the real estate of said Henry Dierker, as will be sufficient for the payment of said debts.
And it is further ordered that all of the heirs of said deceased, residents of said Lafayette County, be personally served with notice of these proceedings according to law.
And it is further ordered that this notice be published in the Lexington Herald, a newspaper published in said county, for four weeks successively before the commencement of the next term of this Court.
A true copy. Attest:
THOMAS A. WALKER, Probate Judge.

Trustee's Sale.

Whereas, Thomas C. Walker, (now more than nine months dead) and Lena Walker, his wife, by their certain deed of Trust, dated the 10th day of October 1907, recorded in the office of the Recorder of Deeds for Lafayette County, Mo., in Book 122 at page 228, conveyed to the undersigned, as Trustee, the following described real estate, situated in said County of Lafayette, to-wit: The East half of the Northeast quarter of Section 32 and 40 acres off at the West end of its acres of the South side of the Northwest quarter of Section 32, all in Township 51, Range 25, containing in all 120 acres of land, more or less; in Trust, to secure the payment of the notes in said deed described, and
Whereas, default having been made in the payment of some of said notes, I will, at the request of the legal holder of said notes, sell, publicly, at auction, the highest bidder, for cash, at the front door of the court house in the City of Lexington, in said County of Lafayette, on

SATURDAY, JANUARY 24th, 1909,
between the hours of 9 a. m. and 5 p. m. of that day, the above described real estate, for the purpose of satisfying said debt and the expense of executing said trust.
Lexington, Mo. Jan. 9, 1909.
J. O. LESBUR, Trustee.

Trustee's Sale.

Whereas, Manlius T. Bell and Bettie I. Bell, his wife, did, by their deed of trust, dated August 24th 1907, recorded in the office of the Recorder of Deeds for Lafayette County Missouri, in Book 122 at page 17, convey to the undersigned, as Trustee, the following described real estate, situated in said County of Lafayette, to-wit: The West half of Section 15, N 34 E 1/4 of said Section 15, W 1/4 S W 1/4 of Section 11, S 1/4 S E 1/4 of Section 10, all in Township 48 of Range 27, containing in all 140 acres, more or less; in Trust, to secure the payment of the notes in said deed described, and
Whereas, default having been made in the payment of four of the said notes, I will, at the request of the legal holder of said notes, on

SATURDAY, JANUARY 24, 1909,
between the hours of nine o'clock in the forenoon and five o'clock in the afternoon of that day at the court house door, in the City of Lexington, Lafayette County, Missouri, sell, publicly, at auction, to the highest bidder, for cash, the above described real estate for the purpose of satisfying the said notes and interest thereon, and the cost of executing this trust.
Lexington, Mo., January 9, 1909.
JOSEPH O. LESBUR, Trustee.

TRUSTEE'S SALE.

Whereas, Thomas C. Walker, (now more than nine months dead) and Lena Walker, his wife, by their certain deed of trust, dated the 10th day of November, 1907, recorded in the office of the Recorder of Deeds for Lafayette County, Missouri, in Book 122 at page 228, conveyed to the undersigned, as Trustee, the following described real estate, situated in said County of Lafayette, to-wit: The West half of the Southwest quarter of Section 32 Township 51 Range 25, containing 40 acres, more or less; in Trust to secure the payment of the notes in said deed described, and
Whereas, default having been made in the payment of one of said notes, being the principal of said note, when the same became due and payable, I will, at the request of the legal holder of said note, sell, publicly, at auction, in the highest bidder, for cash, at the Court House in the City of Lexington, Lafayette County, Mo., on

SATURDAY, JANUARY 24th, 1909,
between the hours of 9 a. m. and 5 p. m. of that day, the above described real estate, for the purpose of satisfying the said debt and the expense of executing this trust.
Lexington, Mo., Jan. 9, 1909.
J. O. LESBUR, Trustee.

FINAL SETTLEMENT.

Notice is hereby given to all creditors and other persons interested in the estate of Geo. W. Richardson, deceased, that the undersigned Administrator will apply to make a final settlement of said estate at the Probate Court of Lafayette County, Missouri, to be begun and held at the probate court room in the City of Lexington, on the second Monday in February, 1909.

FINAL SETTLEMENT.

Notice is hereby given to all creditors and other persons interested in the estate of F. H. Wildschutz, deceased, that the undersigned Administrator will apply to make a final settlement of said estate at the Probate Court of Lafayette County, Missouri, to be begun and held at the probate court room in the City of Lexington, on the second Monday in February, 1909.

FINAL SETTLEMENT.

Notice is hereby given to all creditors and other persons interested in the estate of Samuel K. Beall, deceased, that the undersigned Executor will apply to make a final settlement of said estate at the Probate Court of Lafayette County, Missouri, to be begun and held at the probate court room in the City of Lexington, on the second Monday in February, 1909.

FINAL SETTLEMENT.

Notice is hereby given to all creditors and other persons interested in the estate of James McDonald, deceased, that the undersigned executor and executrix will apply to make a final settlement of said estate at the Probate Court of Lafayette County, Missouri, to be begun and held at the probate court room in the City of Lexington, on the second Monday in February, 1909.

FINAL SETTLEMENT.

Notice is hereby given to all creditors and other persons interested in the estate of James McDonald, deceased, that the undersigned executor and executrix will apply to make a final settlement of said estate at the Probate Court of Lafayette County, Missouri, to be begun and held at the probate court room in the City of Lexington, on the second Monday in February, 1909.

ADMINISTRATRIX'S NOTICE.

WITH WILL ANNEXED
Notice is hereby given that letters of administration with will annexed on the estate of George A. Welborn, deceased, were granted to the undersigned on the 21st day of Dec. 1908, by the probate court of Lafayette county, Missouri. All persons having claims against said estate are required to exhibit them for allowance to the administrator within one year after the date of said letters or they may be precluded from any benefit of said estate, and if such claims be not exhibited within two years from the date of this publication they shall be forever barred.
This 21st day of December, 1908.
MATTHEW LITTLEJOHN,
Administratrix with the will annexed.
12-20-15

WHITE'S
Cream Vermifuge

THE GUARANTEED
WORM
REMEDY
THE CHILDREN'S FAVORITE TONIC.
BEWARE OF IMITATIONS.
THE GENUINE PREPARED ONLY BY
Ballard-Snow Liniment Co.
ST. LOUIS, MO.

HOME MONEY
TO LOAN
See J. G. Plattenburg for Home Money at reasonable rates. No Commission.

Think Of It!
The St. Louis Times
ONE WHOLE
YEAR FOR
\$2.00
Through the Mail
A COMPLETE PAPER
16 to 18 Pages Daily
CLEAN, RISP NEWS
Fearless and Independent
If you want to take advantage of this special price, send in your two dollars two dollars Two Dollars today and your subscription will run to January, 1, 1909
This Special Rate is Good for a Limited time
Send for a Sample Copy
The St. Louis Times
St. Louis, Mo.

Without Alcohol
A Strong Tonic Without Alcohol
A Body Builder Without Alcohol
A Blood Purifier Without Alcohol
A Great Alterative Without Alcohol
A Doctor's Medicine Without Alcohol
Ayer's Sarsaparilla Without Alcohol
Ayer's
We publish one form of Ayer's Pills. They act directly on the liver, make more bile secreted. This is why they are so valuable in constipation, biliousness, dyspepsia, sick-headache. Ask your doctor if he knows a better laxative pill.
—Made by the J. C. Ayer Co., Lowell, Mass.—
FINAL SETTLEMENT.
Notice is hereby given to all creditors and other persons interested in the estate of Fred Knoche, deceased, that the undersigned Administrator will apply to make a final settlement of said estate at the Probate Court of Lafayette County, Missouri, to be begun and held at the probate court room in the City of Lexington, on the second Monday in February, 1909.
FRED KNOCHE, Administrator.

Kodol For Indigestion
Our Guarantee Coupon
If, after using a \$1.00 bottle of Kodol, you can honestly say it has not benefited you, we will refund your money. Try Kodol today on this guarantee. Fill out and sign the following, present it to the dealer at the time of purchase. If it fails to satisfy you return the bottle to the dealer from whom you bought it, and we will refund your money.
Town _____
State _____
Sign here _____
Digests What You Eat
And Makes the Stomach Sweet
E. C. DeWITT & CO., Chicago, Ill.
FOR SALE AT CRENSHAW & YOUNG'S DRUG STORE.

The ABC and XYZ of
ADVERTISING
A SERIES OF TEN TALKS ON ADVERTISING
Written by Seymour Eaton of Philadelphia
No. 9

The man who succeeds must fill his job so full that he bulges out a little at the top; where people can see him. The successful store must do the same thing, only in a different way.

The goods must be on hand; the prices must be right; the service must be commendable; the trading must be square; the kind of square that has four equal sides and four right angles.

Every successful store has its trademark whether the merchant knows it or not. Its advertising and its service have created a public sentiment in its favor which neither reverses nor fire nor time can obliterate. Nine times out of ten this trademark is the store's biggest asset.

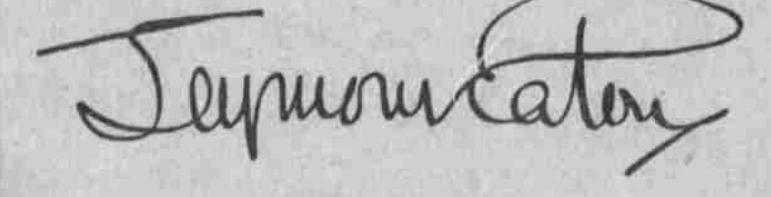
Much of the ordinary store advertising is a hand-to-mouth sort of business; an effort to make tomorrow's sales equal to today's or yesterday's; and this is just as true of the department store as of the smaller shop. The advertisement appears in the morning and the merchant figures out the net results in the evening. It is true that the bargain advertisement of today is of little, if any, use next week. It is forgotten in twenty-four hours; but if the store makes a feature of genuine bargains, then each bargain sale helps to advertise the bargain department. The advertising ought to be done in such a way as to permanently advertise the department as well as to emphasize the bargains of the day.

Don't go at it as if you were advertising an auction sale. As I said at the outset, your store is the seed in the soil; the advertising is the rain and the sunshine. Inexperienced advertisers dig up the seed every evening to see if it is growing; or pull up the young plant by the roots because it didn't bear fruit or flowers the first week.

It is safe to say that not more than one-third of the people are looking for bargains; the other two-thirds are looking for quality and style. The very fact that the goods are offered at bargain prices leaves the impression that there is something wrong with the quality or that the style is a season behind. Good advertising should enable a merchant to sell \$20 coats at \$25 instead of \$25 coats at \$12.50; in other words, it should create confidence rather than doubt. As in stocks and bonds, the securities quoted above par are always more desirable in the thought of the investing public than are those quoted at a discount.

Advertising is a tremendous force which in action contradicts all mechanical laws. The circumference and speed and working power increase, while the motor remains the same.

Make your advertising continuous. This is the first great secret of success. Copy and medium and circulation are all subordinate to keeping everlastingly at it.


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Advertise in the Intelligencer

CATRON & TAUBMAN
Abstract and Agency Company
Rooms 3 and 5 Haerle Building.
Sherwin & Williams Paint
-W. F. Weis-
Farm Insurance
On Cash, Note, or Installment, Plan 3 and 5 years without interest
F. R. HOWE
Notary Public Real Estate, Loans
Rental
Take Our NO 8
When Travelling
Eastward
LEAVES
Kansas City
1:15 p. m.
ARRIVES AT
Saint Louis
11:00 p. m.
Broiler Buffet, Observation Sleeping Cars, Free Reclining Chair Cars.
Four Other Trains Daily
MISSOURI PACIFIC IRON MOUNTAIN
Through the Heart of Missouri.